

**Claims**

1. A method for dynamically animating digitized images, in which
  - digitized image data which represents the digitized images is stored in a memory (14) of a server (2),
  - the digitized image data is at least partially formed by recoding so that the digitized image data is formed with an identical image data format,
  - attribute data is assigned to the digitized image data and stored in the memory (14) of the server (2),
  - an Internet address is assigned to the stored digitized image data and the associated stored attribute data, and
  - when the Internet address is called on the server (2), an animated object is generated on the basis of the stored digitized image and attribute data which is assigned to the Internet address.
2. The method as claimed in claim 1, wherein the digitized image data is expanded with compressed image data which respectively represents the represented digitized images in at least one lower digital resolution.
3. The method as claimed in claim 1 or 2, wherein the step of transmitting the digitized image data comprises transmitting the digitized image data via a network (3) for exchanging data, with the network (3) comprising the server (2) and other network components (4), in particular at least one client (5).
4. The method as claimed in one of the preceding claims, wherein the transmission of the digitized image data and the assignment of the attribute data is

controlled using the at least one client (5).

5     5. The method as claimed in one of the preceding  
claims, wherein a studio object is generated on the  
server (2) and is transmitted to the at least one  
client (5) and displayed on the at least one client (5)  
using an Internet browser (47), with the transmission  
of the digitized image data and the allocation of the  
attribute data being controlled using the studio  
10 object.

6. The method as claimed in claim 5, wherein, after  
the step of the transmission of the digitized image  
data to the server (2), the studio object is modified  
15 by the digitized images which are represented by the  
digitized image data being integrated into the studio  
object, and the modified studio object being  
transmitted to the at least one client (5), with  
essentially only parts of the modified studio object  
20 which have been modified being transmitted.

7. The method as claimed in one of the preceding  
claims, wherein a user is authenticated.

25 8. The method as claimed in claim 7, wherein the  
stored digitized image and attribute data which is  
assigned to the Internet address is modified on the  
server (2) by the user.

30 9. The method as claimed in claim 7 or 8, wherein the  
Internet address is transferred to another user.

10. The method as claimed in one of claims 3 to 9,  
wherein the animated object is transmitted via the  
35 network (3) and is displayed in an animated fashion on  
another network component (4) using an Internet browser  
(47).

11. The method as claimed in claim 10, wherein  
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attribute data which relates to the animated object, which is selected using input means (17) of the other network component (4) and which was used to generate the animated object is modified within the animated object causing the animated display of the animated object to be modified.

12. The method as claimed in one of claims 5 to 11, wherein the studio object and/or the animated object are generated in the Flash format.

13. The method as claimed in one of the preceding claims, wherein the attribute data comprises audio data and/or text data.

14. The method as claimed in one of claims 5 to 13, wherein an animated exemplary object is added to the studio object.

15. The method as claimed in one of the preceding claims, wherein different attribute data is assigned to the digitized image data and stored in the memory (14) of the server (2), and a different Internet address is assigned to the other attribute data and to the digitized image data, in which case, when the other Internet address is called, a different animated object is generated on the basis of the digitized image data and the other, assigned attribute data.

16. The method as claimed in one of the preceding claims, wherein meta data is added to the animated object.

17. The method as claimed in one of the preceding claims, wherein the digitized image data and assigned attribute data is managed using a database.

18. A device (1) for dynamically animating digitized images having a server (2) which comprises

- receiver means (12) for receiving digitized images which have been transmitted to the server (2),
- a memory (14) for storing digitized image data which represent the digitized images,
- 5 - recoding means for forming at least some of the digitized image data by recoding so that the digitized image data is formed with an identical image data format,
- assignment means (21) for storing attribute data,  
10 assigned to the image data, in the memory (14) so that the assigned attribute data is assigned to the image data,
- address allocating means (22) for assigning an Internet address to the stored image data and to  
15 the associated attribute data and
- object generating means (23) for generating an animated object on the basis of the stored image and attribute data assigned to the Internet address, when a call for the Internet address has  
20 been received using the receiver device.

19. The device (1) as claimed in claim 18, wherein the server (2) comprises compression means (13) for expanding the digitized image data with compressed  
25 image data which respectively represents the represented digitized images in at least one lower digital resolution.

20. The device (1) as claimed in claim 18 or 19,  
30 wherein the server (2) comprises transmitter means (16) for transmitting data, in particular of the animated object, via a network (3) for exchanging data, with the network (3) comprising the server (2) and other network components (4), in particular at least one client (5).

35 21. The device (1) as claimed in one of claims 18 to 20, wherein the server (2) comprises studio object generating means (15) for generating a studio object which can be transmitted to the at least one client (5)

using the transmitter means (16) and can be displayed on said client (5) in an Internet browser (47) and can be used to control the transmission of the digitized image data and the assignment of the attribute data.

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22. The device (1) as claimed in claim 21, wherein the studio object generating means (15) comprises modifying means (20) for modifying the studio object in such a way that the digitized images which are represented by the digitized image data are integrated into the studio object, and for retransmitting the studio object over the network (3) using the transmitter means (16) in such a way that essentially only parts of the modified studio object which have been modified are transmitted.

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23. The device (1) as claimed in one of claims 18 to 22, wherein the server (2) comprises authentication means (24) for authenticating a user.

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24. The device (1) as claimed in one of claims 18 to 23, wherein the server comprises modification means (25) for modifying the digitized image data and/or the assigned attribute data.

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25. The device (1) as claimed in one of claims 18 to 24, wherein the assignment means (21) and/or the address allocating means (22) and/or the object generating means (23) and/or the authentication means (24) and/or the compression means (13) and/or the studio object generating means (15) and/or modification means (25) are implemented using software.

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26. The device (1) as claimed in one of claims 18 to 25, wherein the object generating means (23) and/or the studio object generating means (15) are designed to generate objects in the Flash format.

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27. The device (1) as claimed in claims 18 to 26, wherein the server (2) is embodied as an Internet  
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server.

28. The device (1) as claimed in one of claims 18 to  
27, defined by a database for managing the digitized  
5 image data and assigned attribute data.